

RAFT Advertising Project

Role: You are on the advertising team for the Awesome Advertising Agency

Audience: Teenagers

Format: Magazine or Television Ad

Topic: Encourage teens to decrease their consumption of sugary beverages.

Use all of your notes and resources to...

Encourage teens to decrease the amount of sugary beverages they consume by creating a colorful and informative ad in one of the following ways:

- Hand drawn 8 x 11 inch (full page) if you are artistic
- OR
- Computer Generated with NANOOGO or ANIMOTO if you are not.

Choose one of the below advertising techniques as a basis for your advertisement:

- Bandwagon
- Emotional Appeal/Scare Tactic
- Celebrity Endorsement/Testimonial
- Facts & Figures

Rubric

Accurate use of notes and info used in ad:	-----/10
Correct use of advertising technique:	-----/10
Quality of Advertisement (informative v fluff)	-----/10
Professional Presentation (neat, colorful, no spelling or grammatical errors)	-----/10
Total Points:	-----/40

Comments: